

These Women Won \$100 In Cash

Phoenix, Ariz., June 3, 1915.

Ad Letter Editor.

Dear Sir:

This ad appeals to me because I am a mother and one who must be particular of the health of her family and little ones.

How nice and comforting it is to be assured in simple plain language that there is one place in El Paso where I can get "Pure Milk," "Clean Milk," "Good Milk." The ad seems to say to me: "Go try every thing else, all the patent baby foods; all the canned milks, and cooking preparations, then if you have failed to get what you want, we will be glad to serve you. We make no exorbitant claims though for our milk, its just milk, but its pure and wholesome milk; it protects the baby and helps keep disease away from the household."

What more could a housewife ask for in the way of milk? Further on down is the company's very cordial invitation to visit their dairy. This gives confidence; they want you to see their clean sanitary dairy, and their cows from whence comes the milk so "pure," "clean" and "good."

The ad is attractive, or at least it is to me; there's the big, pretty laughing baby all health and happiness; one naturally assumes that it is the very product of the El Paso Dairy, and this clinches so firmly their argument about clean milk, good milk, and pure milk, and gives confidence to the most skeptical.

Who wouldn't want a nice clean glass of this pure wholesome milk?

Address

Mrs. A. N. Munn,
604 E. Roosevelt St.,
Phoenix, Arizona.

Pure Milk

Clean Milk

Good Milk

PROTECTS THE BABY

HELPS TO KEEP DISEASE AWAY FROM THE HOUSEHOLD.

Why not go and see the dairy from which you get your milk, watch the cows milked, observe the manner in which the milk is cooled and prepared to be served? We are always pleased to have our patrons call and see how we handle milk and investigate the health of our cattle.

EL PASO DAIRY CO.

PHONE 340

THE CLEAN DAIRY

3668 Douglas Street,
El Paso, Texas.

June 1, 1915.

"Ad. Letter Editor,

Care El Paso Herald."

Sir:—

The Advertisement of the TRI-STATE TELEPHONE COMPANY contained in your issue of the 5th. May, page eight, constitutes, in my opinion, the best ad. that has appeared in any issue covered by the past month. In support of this opinion I would assign the following cogent reasons:—

FIRST:— It is DISTINCTLY STRIKING from an artistic standpoint in that it instantly arrests the eye and therefore the attention of the reader. It has "gripped" you. That is the FIRST essential of an ad.

SECOND:—It is UNUSUAL. It is lifted out of the sphere of the ordinary. Therefore its impress is at once felt and maintained. The mind and the brain are led out involuntarily to think of the SERVICE that awaits upon a moment's bidding—at any hour of the day or night—the NEEDS of the PUBLIC.

THIRD:— It is INSPIRATIONAL. Somehow it fascinates you: you feel better for SEEING it, and you feel better for READING it. You feel as if the Company has spared no effort, time or money in order to advance your PERSONAL and INDIVIDUAL comfort and you feel grateful; you feel as if you were proud of its service, and as if you wanted to be charitable for any little errors its operators might make. A bond of GOOD-WILL has been established; therefore your PATRONAGE has been WON.

THAT is the final essential of an ad.

Because of these reasons, therefore, I-unhesitatingly claim for it the PALM and assign to it the FIRST RANK among a coterie of other excellent advertisements that have adorned the pages of the HERALD during the present contest.

Respectfully,
MRS. C. H. ASHTON.

Below will be found the names of the 35 Women Readers of The Herald who have been awarded cash prizes aggregating \$100 in The Herald's "Ad Reading Competition," which was first announced in this paper in April.

The prizes were offered for the plainest and most interesting letters by women concerning advertisements which appeared in The Herald during the period beginning April 27th and ending May 31st. A competitor selected any advertisement which appealed to her as most interesting and then wrote to the Herald a letter giving her reasons for this special interest. Any woman or girl was eligible and no money was required.

From the very beginning this competition has proved one of the most popular and interesting ever presented to the southwestern public.

Letters have been received from women in every section of Arizona, New Mexico and West Texas, and in practically every instance there was demonstrated in a most effective way the extraordinary sales power of a well prepared advertisement placed in the El Paso Herald.

On this page will be found some of the prize winning letters, together with the names of the enterprising firms whose advertisements were chosen. Read these letters carefully. They show in a most interesting way how southwestern women are saving money and time by careful daily reading of Herald advertisements.

The Winners

1st Prize, \$25.
Mrs. John T. Hardie, 905 Kansas St.
(Popular Adv.)
2nd Prize, \$10.
Mrs. A. N. Munn, 604 E. Roosevelt St., Phoenix, Ariz. (El Paso Dairy Co. Adv.)
3rd Prize, \$5 Each.
Mrs. C. H. Ashton, 3668 Douglas St. (Tri-State Telephone Adv.)
Miss Edna K. Swanson, 261 Roberts-Banner Bldg. (Cloudercroft Adv.)
Mrs. R. D. Ingram, 2408 Montana St. (Everybody's Adv.)
Mrs. R. E. Nelson, Miami, Ariz. (El Paso Dairy Co. Adv.)
4th Prize, \$3 Each.
Mrs. Anna Hall, 2415 Alamo St. (Popular Adv.)
Mrs. D. N. Reid, 2712 Tularosa St. (Everybody's Adv.)
Mrs. Lida D. Withrow, Box 46, Naco, Ariz. (The E. P. & W. Ry. The Right Way East Adv.)
5th Prize, \$2 Each.
Mrs. Helen Atkins, Denning, N. M. (American Bank Adv.)
Gracie E. Zahn, 1222 E. Nevada St. (Newman Investment Co. Adv.)
Mrs. G. McWilliams, 708 Wyoming St. (Cloudercroft Adv.)
Mrs. R. M. Jackson, Clint, Texas. (Globe Mills Adv.)
Mrs. U. A. Winkel, 412 Piedras St. (Warner Drug Co. Adv.)
Mrs. J. D. Black, 1206 San Antonio St. (McMick's Adv.)
Mrs. A. P. Thompson, 430 San Diego St. (El Paso Dairy Co. Adv.)
Miss Agnes Tinkler, 1301 N. Oregon St. (Popular Adv.)
Miss Rose Mackey, 905 Roosevelt St. (K. C. Baking Powder Adv.)
Mrs. Ephrosyne Winda, 1117 N. Ochoa St. (Popular Adv.)
6th Prize, \$1 Each.
Mrs. Ernest McAdley, 2305 Alamo St. (Levy Grocery Co. Adv.)
Mrs. J. W. Hughes, 202 1/2 Second St. (El Paso Dairy Co. Adv.)
Elizabeth Bruce, 2624 Frankfort St. (Alma Park, K. C. Baking Powder Adv.)
Luz Ronquillo, 1209 Park St. (Popular Adv.)
Mrs. C. L. Emmett, 446 N. Mesa Ave. (E. P. Electric Ry. Co. Adv.)
Mrs. E. W. Geary, 717 Federal St. (Velva Adv.)
Mrs. N. M. Jarvis, McNeal, Ariz. (Crusto Adv.)
Miss Martha Ede, Denning, N. M. (Popular Adv.)
Miss Margie Collier, Smelter, El Paso. (Purify Baking Co. Adv.)
Mrs. A. W. Talbert, 215 E. Boulevard. (A. P. Coler Adv.)
Mrs. Gertrude Rutherford, 1003 Wyoming St. (Velva Adv.)
Geneva Richardson, 1216 Texas St. (A. D. Foster Adv.)
Mrs. Rhina Smith, 879 W. Missouri St. (Newman Investment Co. Adv.)
Clara Carruth, 204 Don Gaspar Ave. Santa Fe, N. M. (City National Bank Adv.)
Mrs. Thos. J. Yoe, 2794 E. Rio Grande St. (Newman Investment Co. Adv.)
Mrs. A. B. Austin, Clovis, N. M. (Lightbody Adv.)

(THIS LETTER WON FIRST PRIZE—\$25.)

"Ad Letter" Solicitor.

Care El Paso Herald.

Dear Sir:

The advertisement of The Popular D. G. Co., which appeared in the El Paso Herald of May 31 was especially interesting and very helpful to me. Trying as I was to decide on a trip to the Exposition I was very anxious to get a reasonable idea of what my clothes, etc. would cost me also to know what to get, and as I was to join a party who were still undecided as to the exact date of starting I wanted some idea of the time that would be necessary in which to make my preparations so the add "GOING AWAY" attracted my attention and gave me such a good idea of color, quality, price, etc., that I was able to not only figure up what I would need but to within a few dollars of what I would have to spend in getting ready. It also suggested so many things so necessary but so easily overlooked in the rush of packing, and as it was arranged so that the different articles were all under attractive headings I could with a glance find just what I wanted. I have neither the time nor inclination to read all about why a store can buy such a quantity of such and such a thing why they can undersell other stores why you should trade with them and so on, but I do like to read advertisements that helps me keep posted and tells me something definite about prices quality and etc. Thus enabling me to do my shopping with the least possible expense both of time and money it also informed me I could phone to the EXPERIENCED SHOPPER at the store to help in selecting and in offering suggestions. Thus saving me many trips to town—and I can truthfully say that this advertisement, coming at this particular season, is the best gotten up the most attractive, truthful, helpful, time saving, and full of information and suggestions of any I have read since April 27, 1915.

Respectfully

MRS. JOHN T. HARDIE,
905 N. Kansas St.,
El Paso, Texas.

June 3, 1915.

May 29-15.
El Paso, Texas,
3418 Alamo St.

To The Advertising Editor,
El Paso Herald.

Dear Sir:

After reading the Herald carefully, during the period from April 27, 1915 to the present time, I have decided that the Advertisement inserted by the Popular Dry Goods Co., on the evening of May 20, 1915, has been to me, by far, the most interesting. Of course to those to whom money is no object, this advertisement would not have so strongly appealed. But to those like myself, who are obliged to consider long and well, before spending even a small amount of money, it certainly looked good.

Owing to a long illness I had been unable to replenish my wardrobe since late last fall, and an opportunity such as this Advertisement presented, could not be overlooked, especially when so complete a showing in ladies ready-to-wear apparel could be had in one shop, and at so low a price. The Advertisement was for a "Dollar Day," or Dollar Sale, which is new to me, coming as I have but recently from another State; there the Dry Goods Co's have daily Advertisements, but never before have I had the pleasure of reading about, and attending, a "Dollar Sale." The Advertisement promised such rare bargains as Women's Dresses, skirts and suits, in values from \$4.95 up to \$15.00 per garment, and your choice for \$1.00, but the nicest part of it was on arriving at the Sale to find there was no limit to the number of garments a customer could purchase; this enabled me to select seven garments, all of excellent material and splendid make.

Among them was a little white party dress easily worth double what I paid for the lot, and the material in even the plainest garment would have cost twice or three times the amount I paid for the finished article. There were gowns and Petticoats, of beautiful nainsook and lingerie cloth, lace trimmed, girls dresses of gingham, repp and lovely madras, many of them \$5.00 values, all were included in the "Dollar Sale." A little dress or street hat, good looking and dainty, some trimmed, others untrimmed, could be had for a Dollar, and in this day of dear millinery this item alone was worth the trip to the Dollar Sale.

But the very greatest bargain I found, was a Corset. A good looking and comfortable Corset is the foundation of all well dressed women. For years I have gone to an experienced Corsetiere and been fitted, just as an experienced salesman fits my shoes and gloves, but in the "Dollar Sale" I purchased a Corset of the same make, in my size, for which the Corsetiere has never charged me less than \$6.50—And wouldn't that make an Advertisement interesting?

Very sincerely,

MRS. ANNA HALL,
3418 Alamo St.

(Account—Mrs. Frank Overton.)

El Paso, Texas, June 2nd, 1915

"Ad Letter" Editor of The Herald,
El Paso, Texas.

Dear Sir:—

The advertisement which interested me most during the period of time between April 27th and May 31st, was the Popular Dry Goods Co's "ad" of Saturday May 29th. First, it attracted my attention because of its "funny" feature. The Jiggs family, in my estimation is the very funniest of all the newspaper comics. To work them into the ad was certainly a clever idea, and secondly the "ad" was interesting because it brought to mind many necessary things for my summer trip, some of which I might, no doubt, have overlooked, but for my reading the entire advertisement.

Respectfully, Yours

(Mrs.) Ephrosyne Winda,
No. 1117 North Ochoa St.

El Paso, Texas.
May 15, 1915

"Ad Letter" Editor,
El Paso Herald,
Dear Sir:—

Since the Herald opened this Women contest, I am reading nearly every advertisement in the Herald but the one who interested me more than any other is the particular one over which I am writing this letter. It is from the Popular store, and it interested me because it is of a special sale for the little ones and it interested me more because I have two children and will have a chance to buy something for them in this special Sale. Because I think it is the duty of every Women to take advantage of an opportunity like this to buy something for the children because those little boys and girls couldn't take themselves advantage of this sale nor they have means to buy. so this is the advertisement which interested me more than any other, because it is an invaluable guide which help to buy fresh goods and save money especial for children.

my name

Luz G. Ronquillo
1309 fourth St.

Other Prize Winning Letters of the Popular Dry Goods Co. Will Appear Next Week.